



WXYZ

# ORDER

Flight Dates **10/08/12-10/21/12**

Contract / Revision      **306304 /**

Original Date / Revision  
07/30/12    07/30/12

Advertiser **CARE for Michigan**

Agency    **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101  
Austin, TX 78746**

Product

**CARE for MI - Q4 Issue - 10.8-10.21**

Agency Com    15%

Billing Contact

**4201 Bee Caves Road - Suite C-101  
Austin, TX 78746**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:30:00

Estimate #      **1085**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 100% Market Value 71750

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	56	\$60,987.50	\$71,750.00	0.00
<b>Totals</b>	<b>56</b>	<b>\$60,987.50</b>	<b>\$71,750.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/15/12	56	\$60,987.50	\$71,750.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 1	WXYZ	10/08/12	10/21/12	6am News M-F Action News 6am	CM	6-7am M-F	-----	:30	0	\$900.00	P-3	0.00	NM	5	\$4,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- 1111--		4		\$900.00		0.00						
Week:		10/15/12	10/21/12	1-----		1		\$900.00		0.00						
N 2	WXYZ	10/08/12	10/21/12	GMA M-F 7-9am GMA	CM	7-9am M-F	-----	:30	0	\$900.00	P-3	0.00	NM	5	\$4,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- 1111--		4		\$900.00		0.00						
Week:		10/15/12	10/21/12	1-----		1		\$900.00		0.00						
N 3	WXYZ	10/08/12	10/21/12	GMA SAT 7-8am	CM	SAT 7-8am	-----	:30	0	\$350.00	P-4	0.00	NM	1	\$350.00	



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Print Date: 08/29/12

Page 2 of 3

Contract / Revision **306304** Flight Dates **10/08/12-10/21/12**

Hiatus Dates

Original Date / Revision 07/30/12/ 07/30/12

Order Sep 00:30:00

Advertiser **CARE for Michigan**

Product **CARE for MI - Q4 Issue - 10.** Estimate # **1085**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
GMA SAT 7-8am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1-					1	\$350.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
N 4	WXYZ	10/08/12	10/21/12	Action News SAT 8am	CM	SAT 8-9am	-----	:30	0	\$350.00	P-4	0.00	NM	1	\$350.00
Action News SAT 8am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1-					1	\$350.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
N 5	WXYZ	10/08/12	10/21/12	GMA SUN 7-8am	CM	SUN 7-8am	-----	:30	0	\$350.00	P-4	0.00	NM	1	\$350.00
GMA SUN 7-8am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1					1	\$350.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
N 6	WXYZ	10/08/12	10/21/12	Action News SUN 8am	CM	Sun 8-930am	-----	:30	0	\$350.00	P-4	0.00	NM	1	\$350.00
Action News SUN 8am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1					1	\$350.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
N 7	WXYZ	10/08/12	10/21/12	M-F 11a-12n	CM	11am-12pm M-F	-----	:30	0	\$750.00	P-4	0.00	NM	4	\$3,000.00
View															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-11-1--					3	\$750.00		0.00			
		Week: 10/15/12	10/21/12	1-----					1	\$750.00		0.00			
N 8	WXYZ	10/08/12	10/21/12	M-F 4-5pm	CM	4-5pm M-F	-----	:30	0	\$900.00	P-4	0.00	NM	4	\$3,600.00
Dr. Oz															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1111--					4	\$900.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
N 9	WXYZ	10/08/12	10/21/12	6p News	CM	6-630pm M-F	-----	:30	0	\$1,200.00	P-4	0.00	NM	5	\$6,000.00
6-630pm M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1111--					4	\$1,200.00		0.00			
		Week: 10/15/12	10/21/12	1-----					1	\$1,200.00		0.00			
N 10	WXYZ	10/08/12	10/21/12	7p News	CM	7-730pm M-F	-----	:30	0	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
M-F 7-730p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1111--					4	\$1,200.00		0.00			
		Week: 10/15/12	10/21/12	1-----					1	\$1,200.00		0.00			
N 11	WXYZ	10/08/12	10/21/12	Early News Su	CM	6-630pm Sun	-----	:30	0	\$750.00	P-4	0.00	NM	1	\$750.00
Su 6-630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1					1	\$750.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
N 12	WXYZ	10/08/12	10/21/12	Access M-F 730-8pm	CM	730-8pm M-F	-----	:30	0	\$1,800.00	P-4	0.00	NM	5	\$9,000.00
Ent Tonight															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1111--					4	\$1,800.00		0.00			
		Week: 10/15/12	10/21/12	1-----					1	\$1,800.00		0.00			
N 13	WXYZ	10/08/12	10/21/12	Monday Prime C	CM	10-11pm Monday	-----	:30	0	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
Castle															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			



WXYZ

Print Date: 08/29/12

Page 3 of 3

Contract / Revision **306304** Flight Dates **10/08/12-10/21/12**

Hiatus Dates

Original Date / Revision 07/30/12/ 07/30/12

Order Sep 00:30:00

Advertiser **CARE for Michigan**

Product **CARE for MI - Q4 Issue - 10.** Estimate # **1085**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 13	WXYZ	10/08/12	10/21/12	Monday Prime C Castle	CM	10-11pm Monday	-----	:30	0	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	1-----					1	\$5,000.00		0.00			
N 14	WXYZ	10/08/12	10/21/12	Friday Prime C 20/20	CM	10-11pm Friday	-----	:30	0	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	---- 1--					1	\$4,000.00		0.00			
	Week:	10/15/12	10/21/12	-----					0	\$0.00		0.00			
N 15	WXYZ	10/08/12	10/21/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	-----	:30	0	\$2,000.00	P-4	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	- 1111--					4	\$2,000.00		0.00			
	Week:	10/15/12	10/21/12	1-----					1	\$2,000.00		0.00			
N 16	WXYZ	10/08/12	10/21/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M-	-----	:30	0	\$750.00	P-4	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	- 111---					3	\$750.00		0.00			
	Week:	10/15/12	10/21/12	1-----					1	\$750.00		0.00			
N 17	WXYZ	10/08/12	10/21/12	M-F 1p-2p The Chew	CM	1-2pm M-F	-----	:30	0	\$600.00	P-4	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	- 1111--					4	\$600.00		0.00			
	Week:	10/15/12	10/21/12	1-----					1	\$600.00		0.00			
N 18	WXYZ	10/08/12	10/21/12	ABC Saturday Night Footage ABC's Saturday Night Footage	CM	SA 8pm-1130pm	-----	:30	0	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----- 1-					1	\$3,000.00		0.00			
	Week:	10/15/12	10/21/12	-----					0	\$0.00		0.00			
N 19	WXYZ	10/08/12	10/21/12	Thursday Prime C Thursday Prime C	CM	10-11pm Thursday	-----	:30	0	\$5,000.00	P-4	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--- 1---					1	\$5,000.00		0.00			
	Week:	10/15/12	10/21/12	-----					0	\$0.00		0.00			
Totals														56	\$71,750.00